








# Feature Article

## Little Changes...Big Rewards

By [Tom Britton](#)

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Changing something does not necessarily produce rewards. We must make sure we are changing the right things. And those changes don't have to be earth shaking or monumental. Even small changes can produce nice rewards. For example:



Shampoo makers doubled their sales by adding just one word to the instructions on the bottle: "repeat."

And how about the genius that re-invented the toothpaste cap? No longer must we unscrew the cap. One smart company came up with the idea of the flip-cap. Think of the families who are happier today because of that one little change. No one is getting fussed at for leaving the cap off of the toothpaste. They only get fussed at for squeezing the tube in the middle. But wait! Even that problem has been solved with toothpaste available in a pump!

This week, try looking at things from your customer's point-of-view.







When I was the bank CEO I was watched our bank customers at the check-writing stand filling out their deposit slips. It struck me odd that the pens were chained to the counter. Were we sending a message that said "we don't really trust you?" The banking industry is built on trust!

At a staff meeting, I suggested that we take the chains off of our pens. What was their response? "Our customers will steal the pens!" I suggested that we could try it out and buy some cheap pens. Boy! Were those pens cheap! They would last for a day or two and quit writing.

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Customers would put them in their pockets. We'd throw more pens on the counter.

After a couple of months we put the chains back on. But the important point is we were willing to make a change. Remember: changes aren't always set in stone.

But don't be fooled by the saying, "If it's not broken... break it." The key is in knowing *what* to change and *when* to change it. Do you remember New Coke? They wish you didn't! It cost Coca Cola millions and millions of dollars in lost revenues.

You've got to know when to "CHANGE" and when to "cHANGE" in there!

.....

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# TOM BRITTON

SALES & MARKETING

## *Little Changes = Big Rewards*

Changing something as simple as a word or two in your marketing materials can make a huge difference in your results.



Even “dumb ideas” can be your springboard to great results. Many times disasters can produce some rewarding changes if you just stay focused on the future and open your mind to new ways of thinking.



People are talking about Tom...

*"Tom spoke at six of our conferences and made me a hero because I recommended him."*

Joe Gill, American Gas Association

### ABOUT TOM BRITTON:

*Keynote Speaker, Author and former bank CEO with the Magic Touch . When your people need to re-connect, get motivated about selling and changing...or just simply get their own magic back... Tom Britton will provide some profitable results for your group! Did we mention that Tom is also an award-winning magician?*

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# SUE PISTONE

ORGANIZATION

## *Have Fun Paying Your Bills!*

We have unique opportunities at our office. When we pay our opportunity invoice to the utility company, we have the opportunity to live in light instead of darkness. I bet you have the same opportunities with your vendors. Many people call them bills. We choose to call them opportunity invoices.

When you change your vocabulary it begins to change your way of thinking. This eliminates wasted time being upset and angry about something that is really a privilege to have. Use that new found time and energy in a positive way. Then you and others can accomplish more and experience more peace in life.



People are talking about Sue....

"Sue I'm so excited about how your techniques have swept the Sales Department. Each day I'm hearing more and more acceptance not only from management but from our internal customers. They really see the value of your techniques for themselves. Thank you Sue for doing such a great job! You blew everyone away!"

John Buck, National Sales Director, Bic Corporation

### ABOUT SUE PISTONE:

Sue is an expert at eliminating the daily disorganization that often keeps individuals and companies from achieving the success they deserve. After working with Sue, you will be able to say, "I am an organized and do it now person!" With 30 years experience in the sales industry Sue is known as a merited speaker and consultant to diversified companies and individuals.




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# DONNA FISHER, CSP

## NETWORKING

### *But I Can't Say That!*

A participant approached me asking for advice on how to handle a difficult situation. After explaining the problem, he asked, "How can I handle this? What do I say?"

The response was obvious to me, "Just tell him what you just told me." He looked at me like I was crazy and responded, "I can't tell him that!" But His perception of what happened was exactly what he needed to talk about with the other person.

Speaking your perspective creates the first step towards connection and resolution. You can't expect to resolve a problem without clarifying the issue and addressing what went wrong.

Straight communication involves getting all the facts clear and accurate for everyone involved.



People are talking about Donna....

You have a unique way of connecting with your audience, making them feel comfortable and encouraging them to participate. Thank you for making us all better individuals and better relationship builders.

S. Morgan, Hewlett Packard

### **ABOUT DONNA FISHER:**

*Donna Fisher, CSP, is a marketing consultant, best-selling author on networking and expert how people can best communicate and connect with one another to create opportunities. Her programs are ideal for people who want to increase their business by mastering their people skills and building strong alliances with others.*

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# PEGGY MORROW, CSP

## CUSTOMER SERVICE

### *Tell Me When*

Avoid playing “telephone tag” by asking on your voice mail message for your callers to tell you the best time to call them back as part of the message they leave on your voice mail. And when leaving a message for someone else, tell them the best times to return your call.



People are talking about Peggy....

"Thanks for your outstanding presentation at our National Meeting of Managers. I've heard nothing but superlatives. And this from a group of seasoned managers who are not easily impressed."

Affiliated Building Services

### ABOUT PEGGY MORROW:

*For over 25 years Peggy has been in demand as one of the top customer service loyalty, teambuilding and communication skills speakers. She has developed comprehensive external and internal customer service and team building programs for a variety of clients both large and small. Peggy is author of four books on customer service, customer loyalty, teams and communications skills.*





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# WAYNE SPRINGER

LEADERSHIP

## *Inclusive Leadership Tip*

“Celebrate every victory.”

Leaders can honor their employees and associates hard work and efforts by recognizing each “win.”



People are talking about Wayne....

“I would absolutely recommend your presentation. The information was useful and not just academic. I liked that everything was immediately applicable to our business. My unqualified congratulations to you!”

Virtus Brown, First World Corporation

### **ABOUT WAYNE SPRINGER:**

*When you need a keynote or breakout session speaker on the topics of Leadership, Technology, or Entrepreneurship then you'll want Wayne Springer. As a business entrepreneur and CEO of a top Houston company, Wayne speaks from first-hand experiences. Wayne delivers business ideas with humor, memorable stories and a focus on taking action.*

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# TERESA BEHENNA

CHANGE

## *Let Go!*

Letting go of fear is an essential part of Change. Fear of failure stops many people from trying new things and yet if you look at history most people fail their way to success. Henry Ford, Thomas Edison and Billy Joel all had one thing in common – they never gave up.



People are talking about Theresa...

“As with most companies we have a real challenge in keeping our safety meetings fresh and interesting. From the feedback we received after your presentation the group really appreciated the change of pace and unique style you brought to us. I was amazed at how accurately you were able to weave our corporate culture into your program!

- Charlie Pierce, ExxonMobil

### **ABOUT THERESA BEHENNA:**

*This entertaining motivational speaker/pianist and recording artist, specializes in kicking off or closing conferences and meetings. Her piano skills and message dazzle audiences everywhere and guarantee a truly unique program. Theresa is an internationally acclaimed entertainer having appeared in some of the world's most prestigious venues, including the Winter Olympics in Turin, Italy.*

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# WILLA DECKER

HEALTH & WELLNESS

## *No More Rough Seas*

Staying Calm in the Midst of the Storm. When did life get so complicated? Nobody told me I'd have days like this. What is the secret to staying calm that you can control? Making minor changes in the way you think and act can contribute greatly to your ability to stay calm.



People are talking about Willa....

"I cannot even begin to thank you enough for the motivating and inspiring presentation at the Texas Nurse Practitioner Foundation Valentine Gala. The crowd was about 50% "civilian" and EVERYBODY raved about you the entire evening (of course, we knew they would!). You have a special gift of knowing what to say to make us all feel better about ourselves and life in general."

Terry D., Texas Nurse Practitioner Foundation

### ABOUT WILLA DECKER:

*Willa Decker conducts seminars and workshops on Stress Management, Team Building, Humor and Nutrition. Willa's medical background as a nurse, combined with her humorous delivery, assures that every presentation is both enjoyable and effective. Her presentations focus on life's total health: physical, emotional and spiritual.*

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